



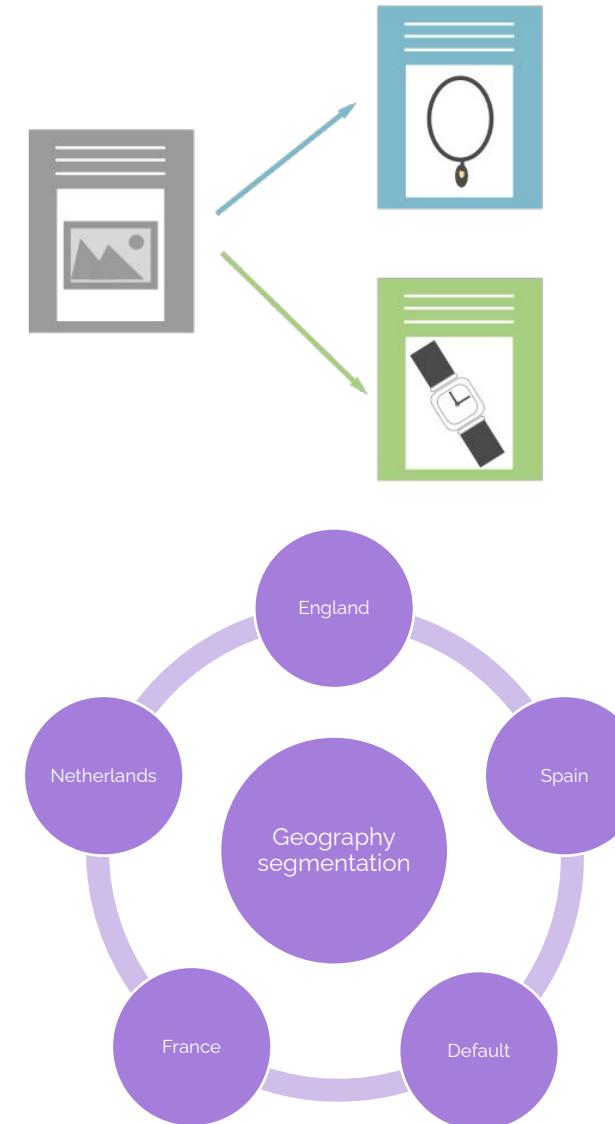
Intelligent
Medical Objects

Recap from training 4

- AB Testing
 - A process to identify which variable in an asset increase, or maximize, your desired outcome
 - Common analytics used to determine a winner:
 - Open rate
 - Click rate
 - Click-to-open rate
 - Engagement score
 - Custom conversion
- Email performance report
 - Email performance report allows you to see how well your email performed

Recap from training 4

- Dynamic content
 - With Marketo dynamic content you can customize how different audiences will see emails and landing pages
- Segmentations
 - Segmentation categorizes your audience into segments based on a smart list filter
 - Segments are part of a segmentation they are the individual groupings of how we divide out a segmentation



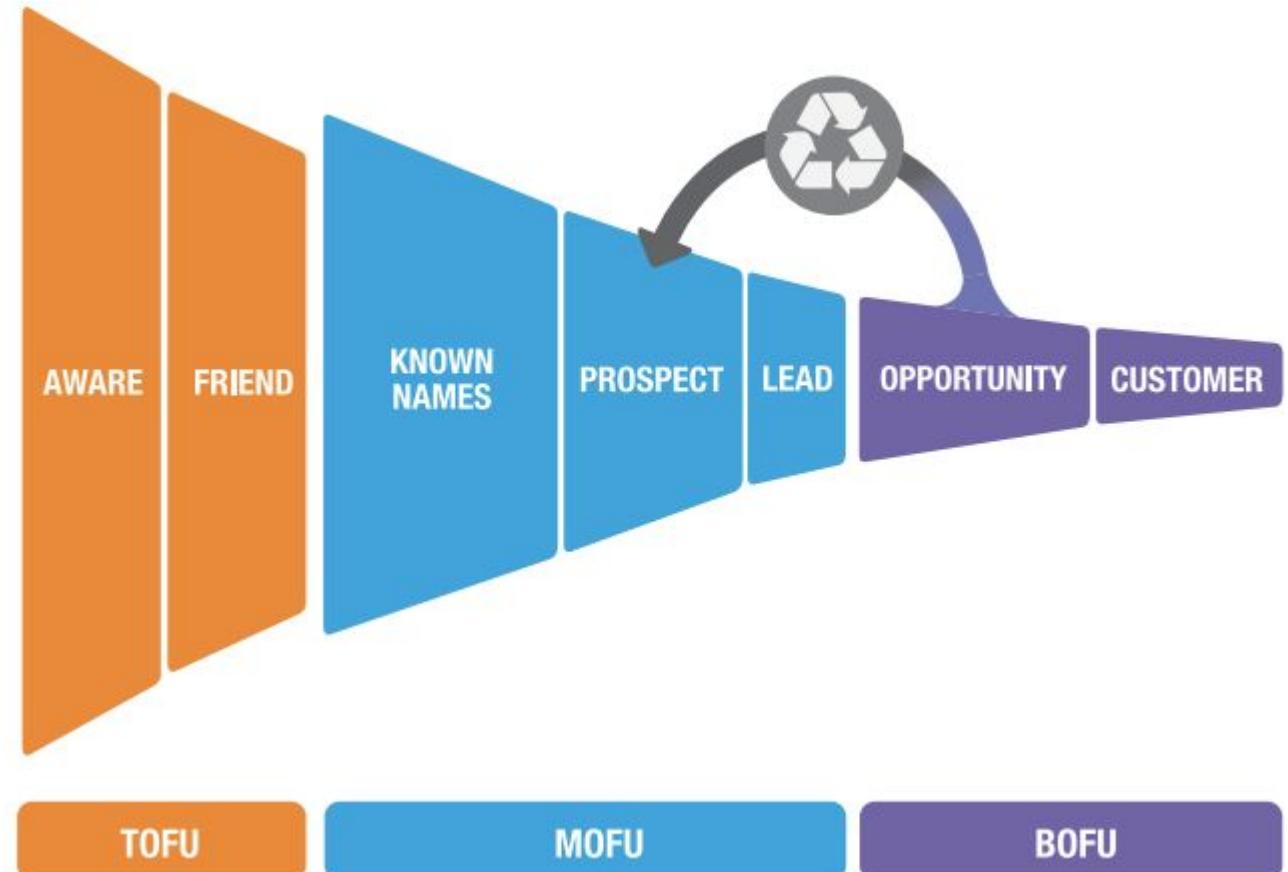
Lead engagement

Drip nurture vs Lead nurture

Drip nurture	Lead nurturing
<ul style="list-style-type: none">• Communications sent out regularly• Does not account for audience's behavior or responses to content• Static and non-adaptive• Good for early brand awareness or thought leadership	<ul style="list-style-type: none">• Communications are reactive to behavior• Individualized to people's activities and interests• Builds relationships over time and increases trust with the brand

Lead nurture strategy

- Lead nurturing is the process of developing relationships with buyers at every stage of the funnel (both sales and marketing)
- Make our marketing and sales efforts much more effective by warming up leads before they interact with your sales team
- Automated, ongoing communication with your potential buyers throughout the sales cycle and beyond—maximizing results and revenue



Why do we lead nurture?

79%
of marketing leads never convert to sales. Lack of lead nurturing is the common case for poor performance.
MarketingSherpa

50%
more sales-ready leads generated at a 33% lower cost for companies that excel at lead nurturing.
Marketo, an Adobe Company, Research

47%
larger purchases are made by nurtured leads versus non-nurtured leads.
The Annuitas Group

- Lead nurturing helps with:
 - Increasing the propensity to buy
 - Relationship building
 - Brand and thought leadership
 - Shortening the sales cycle

Buyers journey



Examples of Lead Nurturing Strategies

- New people to our database
- Existing people in our database
- Recycled people from MQL back into Marketo or a re-engagement nurture
- Customer retention nurture
- Product based or value statement-based nurtures



Engagement programs

Engagement program type is used to execute a nurturing strategy

Use criteria: When you want to nurture your leads at a **set periodic schedule**

Special features

- Includes a visual reporting dashboard
- Allows you to send out content based on priority and availability
- Transitions people from one engagement program to another based on criteria you define



Benefits of Marketo Engagement Programs

1. Prevent duplicate content

Marketo Engagement Programs can prevent leads from receiving the same content more than once.

2. Add, move, or remove emails with ease

You can easily add, remove, and deactivate emails from one single location in the nurture stream.

3. Take full control

Easily control what emails are being sent out, in what order, and with what frequency.

4. Set it and forget it

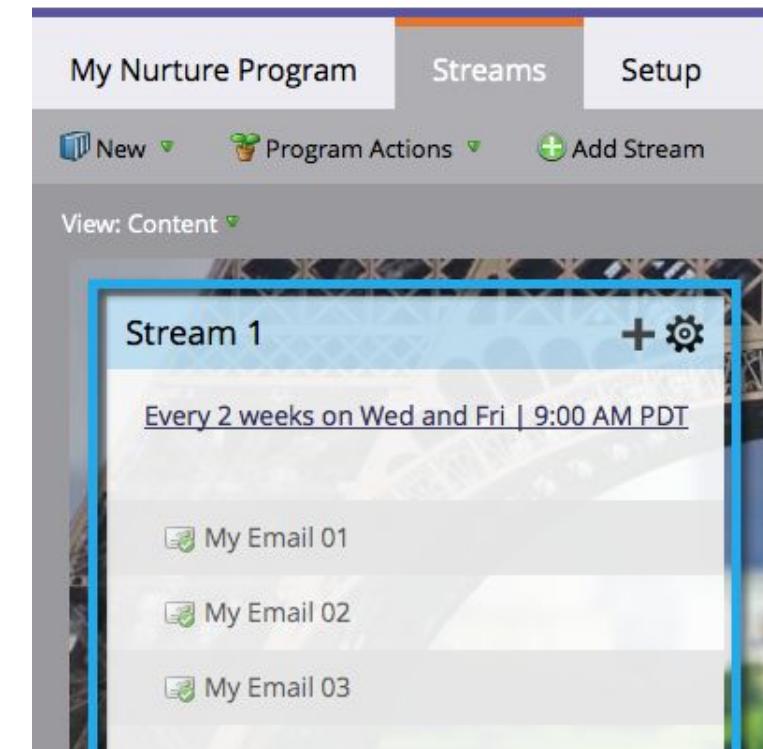
The Engagement Program makes it incredibly easy to set up your nurture and let it run. Leads will automatically enter and receive their content in the predetermined cadence.

5. Engagement score

Allows you to view how effective the content in your engagement program is. The score considers engaged behavior – (open, click, program success) and disengaged behavior (unsubscribes).

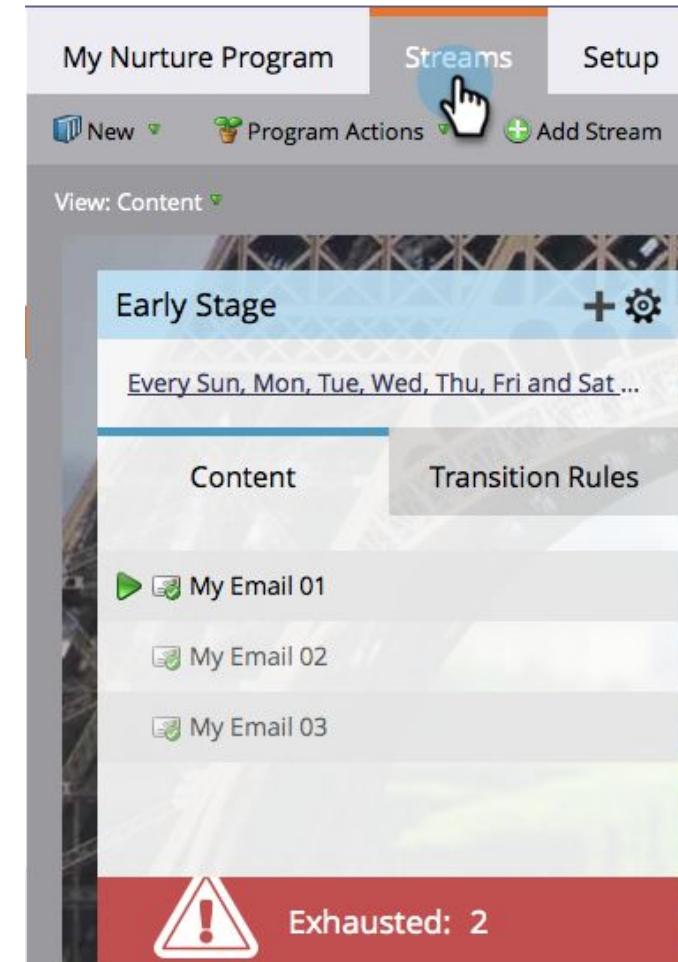
Engagement stream setup

- Cadence
 - This is where you set when you want the emails to go out. You need to set the first date and then the regular cadence (daily, weekly, monthly).
- Transition Rules
 - These are the rules to transition the leads among the streams.
- Availability
 - You can set the timeframe that you want the asset to be available on the asset within each stream.
- Casts
 - This refers to the email send. Each Send becomes a Cast (since we are fishing for engagement – GET IT!? 😊)



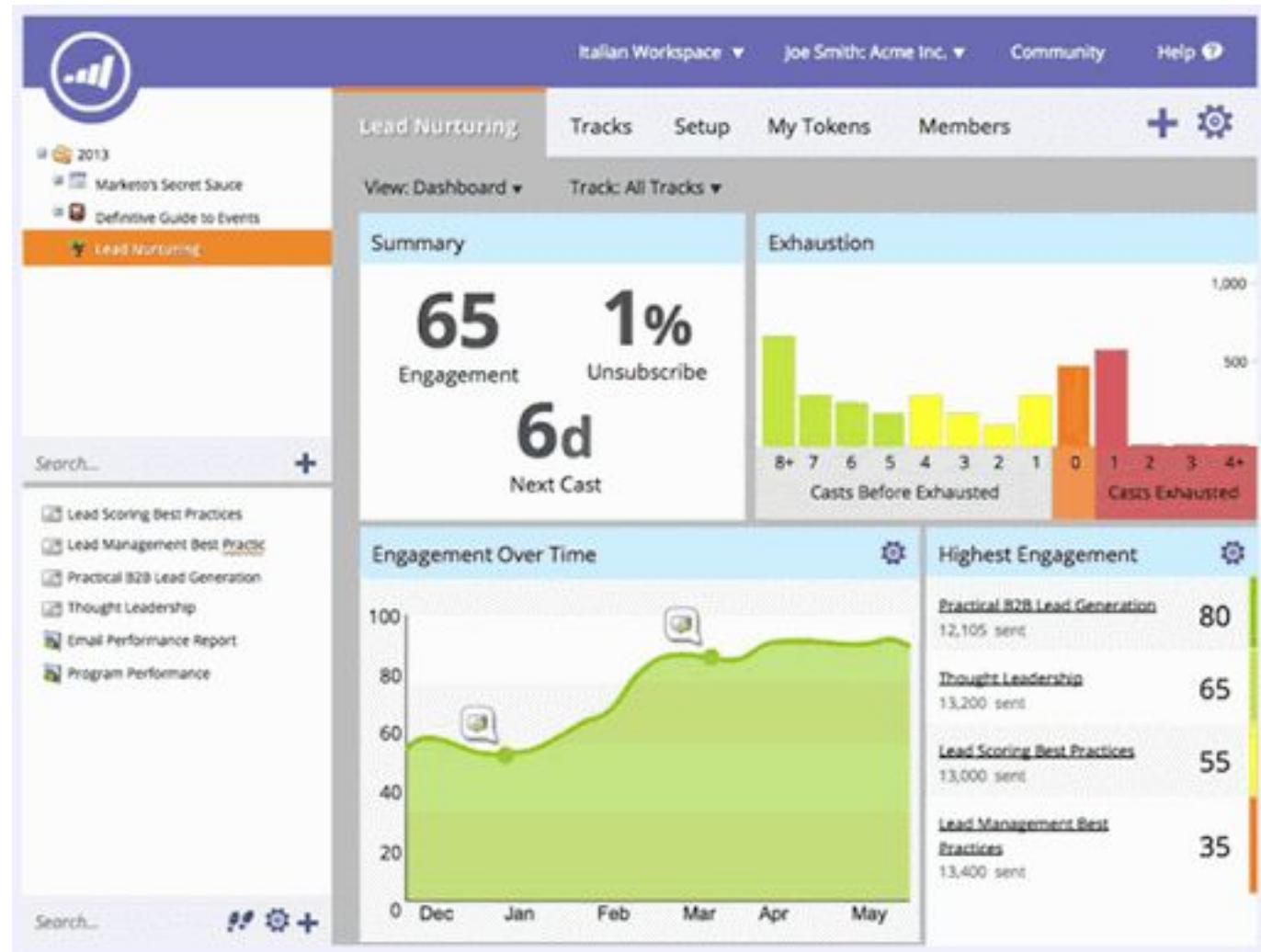
Managing engagement stream members

- Adding people to stream
 - You must add people to your stream before you activate it
- Pause people in engagement stream
 - If you would like members to not receive content, the best option is to pause them within the engagement stream. This will pause the delivery of future engagement stream emails.
- Exhausted content in stream
 - This means a person has received all content that is part of that stream.



Engagement stream reporting

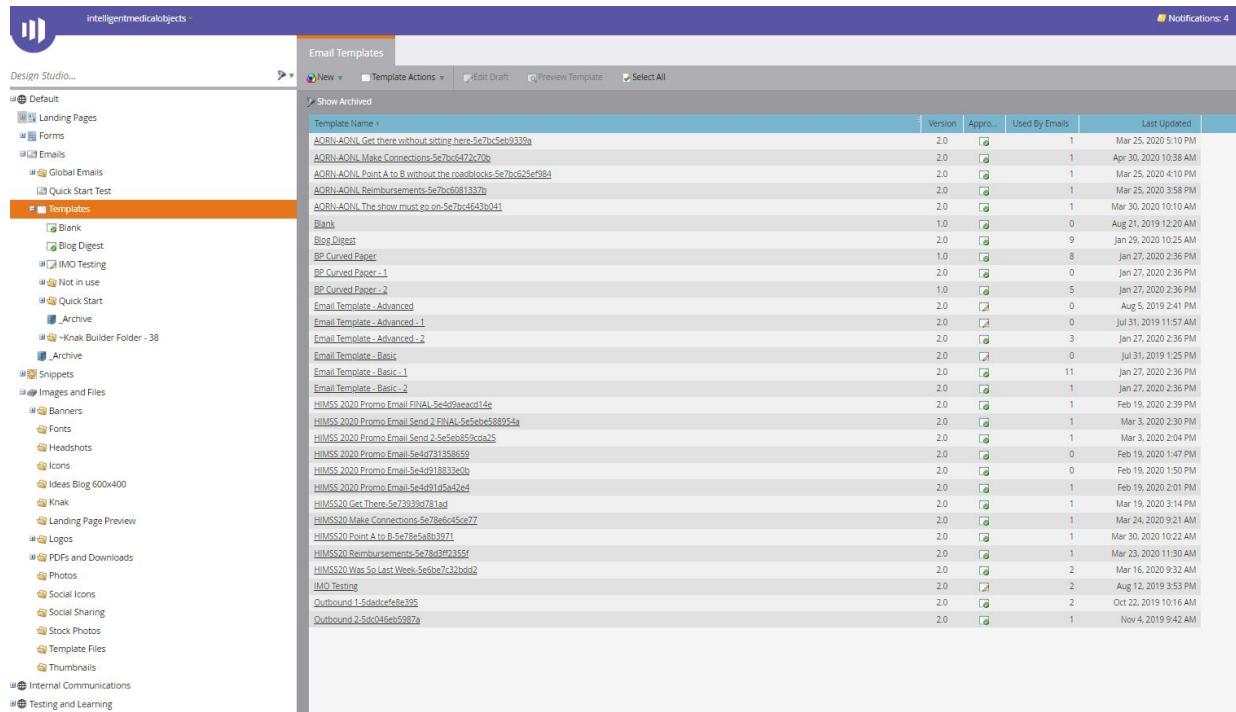
- Engagement program summary
- Exhaustion chart
- Engagement over time
- Report of highest engagement within that stream



Design Studio

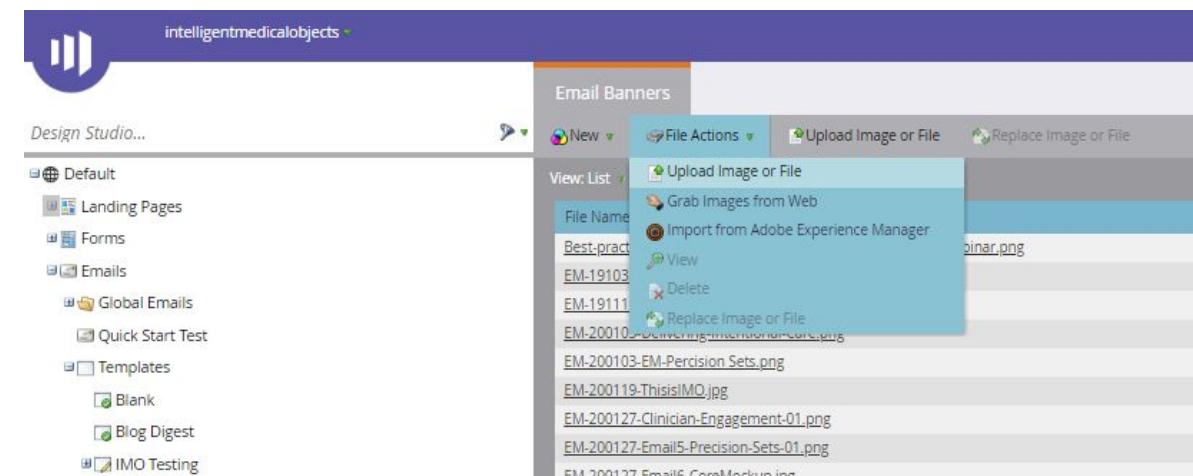
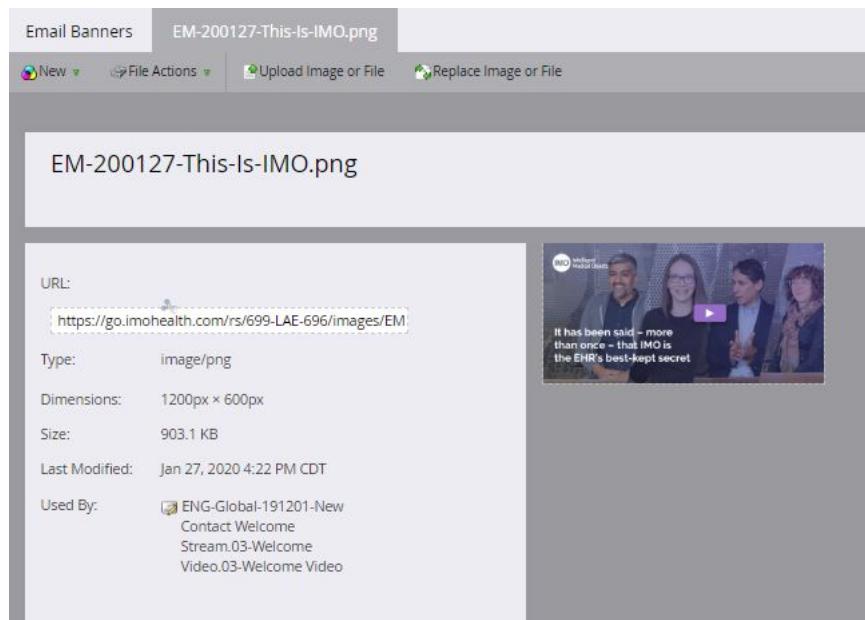
Design Studio: Images and assets

- Upload, store and manage files in Marketo Design Studio as global assets
- Supported file types:
 - Adobe Acrobat PDFs
 - Microsoft Word documents
 - Images (JPEG, PNG, GIF, etc.)
 - Custom fonts
 - Microsoft PowerPoint files
 - MP3 audio
- 100 MB file size limit
- Design studio is also where we store our email and landing pages templates
 - These are not global – they must be uploaded to each workspace separately to have access to them



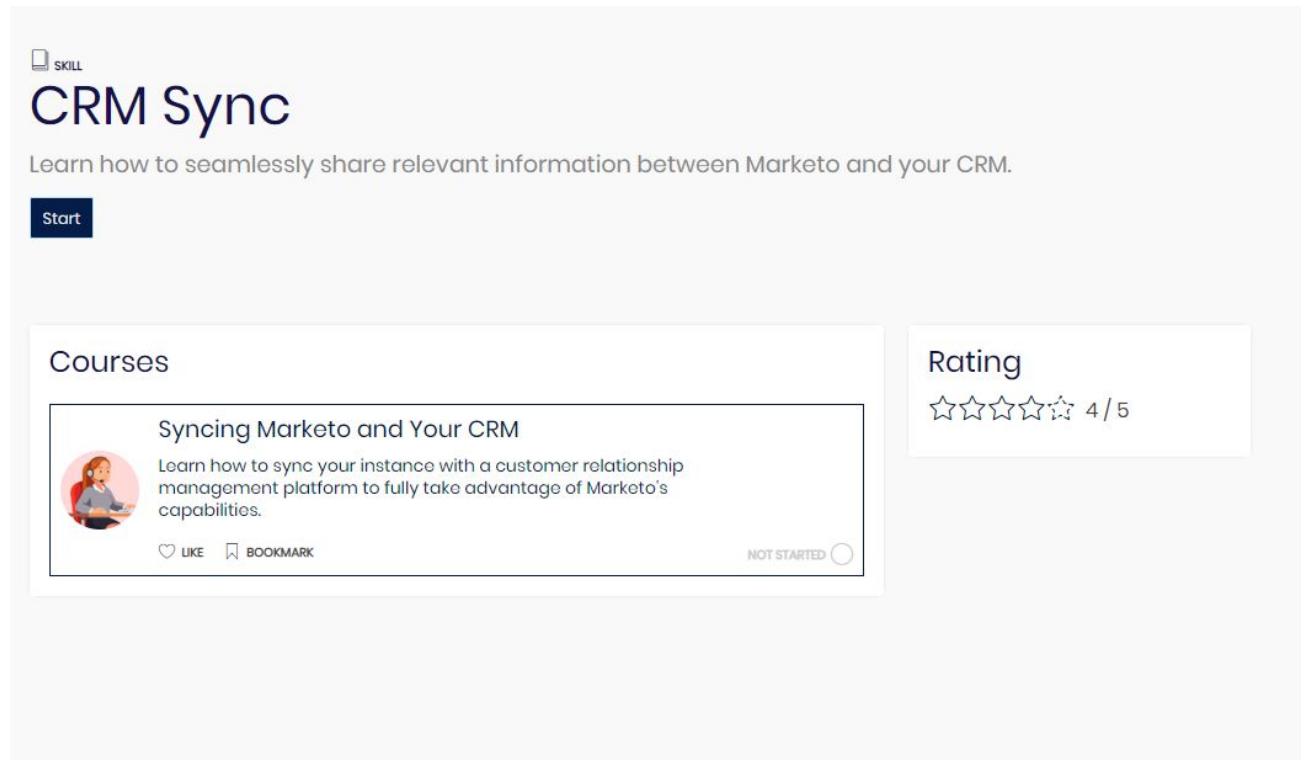
Adding images and files

- Upload files
- Upload images
- Grab images from web pages
- Get the URL for files



End of lesson 4

- Assignment:
 - Complete CRM Sync and List and Data Maintenance in New to Marketo Learning Path in Marketo University
 - Complete email send assignment from lesson 1
- Next time: Landing pages!



The screenshot shows a course page for 'CRM Sync' under the 'SKILL' category. The page title is 'CRM Sync' with a subtitle 'Learn how to seamlessly share relevant information between Marketo and your CRM.' A 'Start' button is visible. The course section is titled 'Courses' and features a card for 'Syncing Marketo and Your CRM'. The card includes a profile picture of a person, a course title, a description, and interaction buttons for 'LIKE' and 'BOOKMARK'. A 'NOT STARTED' status is shown with a circular icon. To the right, a 'Rating' section shows 4.5 stars out of 5.

SKILL

CRM Sync

Learn how to seamlessly share relevant information between Marketo and your CRM.

Start

Courses

Syncing Marketo and Your CRM

Learn how to sync your instance with a customer relationship management platform to fully take advantage of Marketo's capabilities.

LIKE BOOKMARK

NOT STARTED

Rating

4.5 / 5